

Strong Fleets: Successful Fleet Checklist

*Take the time to analyze your club
and fleet situation and take action*

Jack Finefrock, Thistle Class



Strong Fleet Leadership

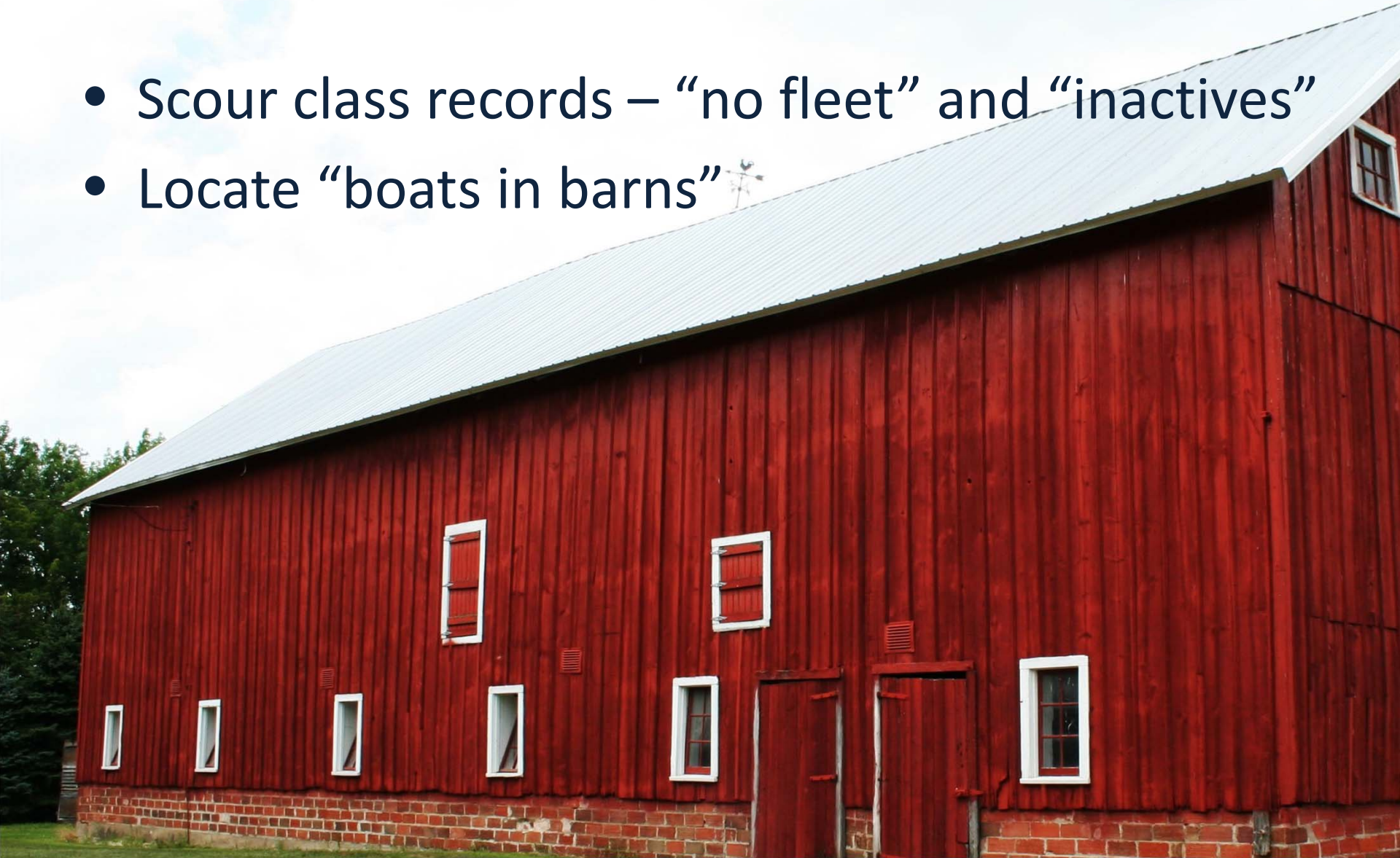
Elect the willing and able

- Fleet captain and secretary-treasurer
- Engage multiple sparkplugs – chief motivators



Boat Availability – Search

- Scour class records – “no fleet” and “inactives”
- Locate “boats in barns”



Boat Availability – Repair and Register

- Solicit / assign boat repair teams to keep all boats on the water
- Assure boat registration and payment



Boat Availability – Borrow

Promote an open policy for boat borrowing

- Boat loaning
- Crew skippering



Boat Availability

Sail it or sell it.



Aggressive Marketing – Websites

- Club sites
- Class sites



Aggressive Marketing – Sail Camps

Find the kids. The parents will follow.



Aggressive Marketing – Public

- Participate in local boat shows
- Advertise at local marinas
- Approach local colleges and high schools
- Offer introduction to sailing classes on and off the water
- Pull in neighbors and other friends



Aggressive Marketing – Regattas

Host club multi class regattas to demonstrate the club and class offerings



Coaching/Training – Juniors and Adult Novices

- Participate in sail camps and junior programs
- Train the adult novices
 - Assure introductions all around – *no strangers*
 - Suggest the right class
 - Suggest crewing before boat purchase
 - Offer clinics, classes and gentle on the water training by the experts



Coaching/Training – Disrupt the Pecking Order

- Train for speed
- Teach tactics, strategies and rules
- Trade crew and boats
- Crew for each other
- Hot shots swing a lead bat



Make Racing Fun – Keep it Fresh

Try varying the:

- Schedule to meet member desires / availability
- Courses
- Course length
- Number of races



Make Racing Fun – Keep it Fresh

- Encourage spouses and family
- Travel as a fleet to outside regattas such as district championships
- Consider frostbiting and/or ice boating



Emphasize Social Activities

Focus on family

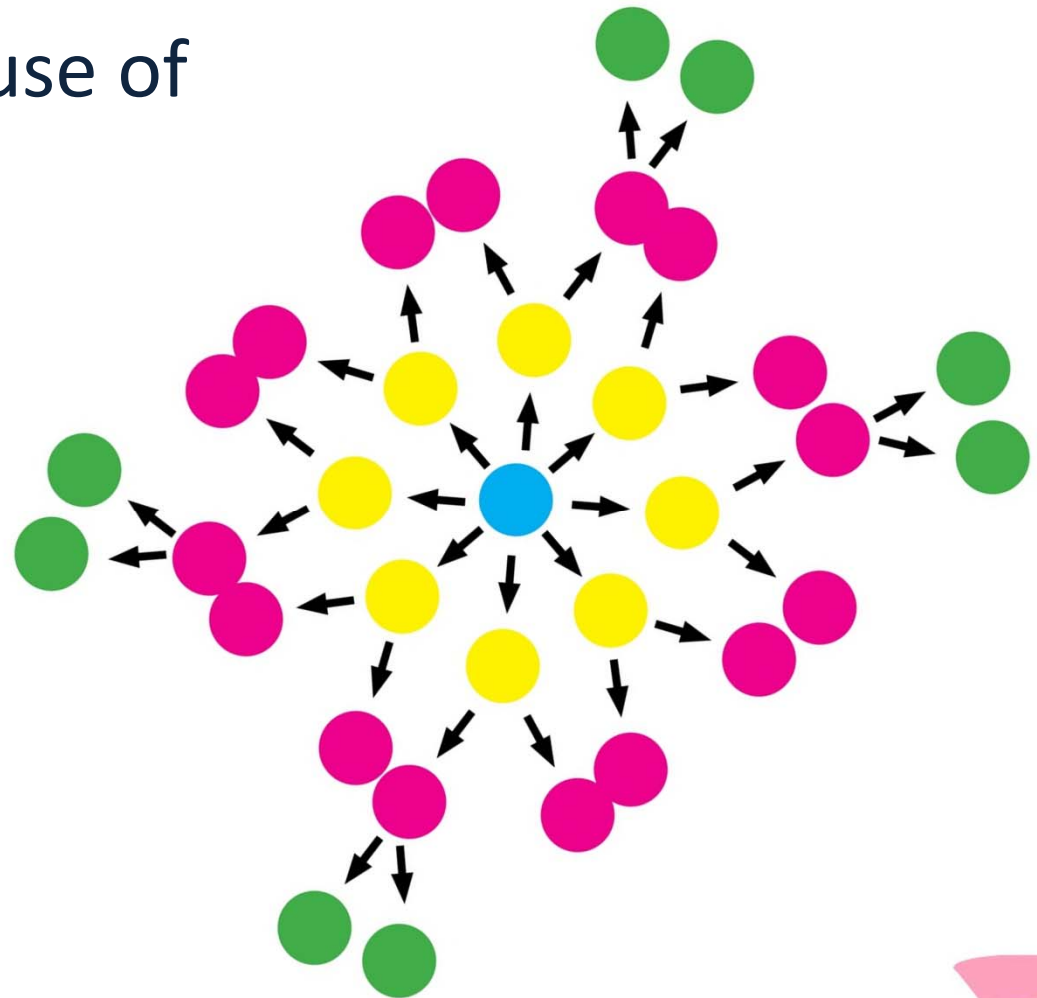
- Dinners / cookouts / pot lucks
- Poker runs
- Cruises
- Winter parties
- Snow ski weekends



Capitalize on Communication

Connect! Maximize use of

- Web site
- Fleet newsletters
- Phone
- E-mail
- Text
- Facebook



Capitalize on Communication

Make it easy!

- Share universal crew list
- Create alternate skipper list
- Provide regular updates and promotion
 - Current information / who's coming
 - Crew-finding / skipper-matching



Evaluate and Adjust!

